



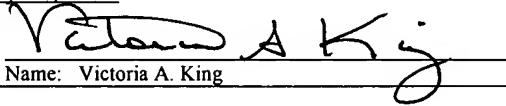
**PATENT**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Lawrence Morrisroe, et al. Examiner: Yehdega Retta  
Serial No. 10/696,295 Group Art Unit: 3622  
Filed: October 28, 2003 Docket No. 85804-010801  
Title: METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING  
ADVERTISEMENTS  
Customer No.: 32361

**CERTIFICATE OF TRANSMISSION**

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Name: Victoria A. King

**INFORMATION DISCLOSURE STATEMENT**

Mail Stop Amendment  
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Alexandria, VA 22313-1450

Dear Sir/Madam:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56 and in accordance with the practice under 37 C.F.R. §§ 1.97 and 1.98, the Applicants would like to bring to the Examiner's attention a Written Opinion, which issued in PCT/US03/34305, an application which is related to the present application. A copy of the Written Opinion is enclosed.

The Written Opinion is listed on the enclosed Form PTO/SB/08B. The reference cited in the Written Opinion, U.S. Patent No. 5,999,912 (Wodarz) is of record in the present application.

This Information Disclosure Statement is being filed after the mailing of a first Office Action, but prior to the mailing of any of: a final action, notice of allowance, or an action that

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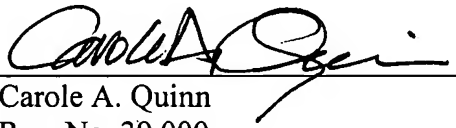
otherwise closes prosecution in the application. The Commissioner is hereby authorized to charge the \$180.00 fee, and any other fee which may be required, now or in the future, or credit any overpayment to Account No. 50-2638. Please ensure that the Attorney Docket Number is referred when charging any payments or credits for this case.

Accordingly, this Information Disclosure Statement, which is being filed pursuant to 37 CFR § 1.97(c)(2) and the \$180.00 fee set forth in 37 CFR § 1.17(p), is believed to be timely filed. It is respectfully requested that the Examiner return an initialed copy of the enclosed Form PTO/SB/08B upon consideration of the above referenced information.

All correspondence should be directed to the below-listed address.

Respectfully submitted,

Date: February 15, 2007

  
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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	10/696,295
				Filing Date	October 28, 2003
				First Named Inventor	Lawrence Morrisroe, et al.
				Art Unit	3622
				Examiner Name	Yehdega Retta
Sheet	1	of	1	Attorney Docket Number	085804.010801

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		International Preliminary Examining Authority, Written Opinion for PCT/US03/34305	

Examiner Signature		Date Considered	
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\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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